

NEW ABSTRACT

An apparatus and method prevent a viewer from switching from a channel when an advertisement is being displayed on the channel. The apparatus and method include an advertisement controller in a video playback device that (1) prevents a viewer of a direct (non-recorded) broadcast from switching channels when an advertisement is displayed, and (2) prevents a viewer of a recorded program from fast forwarding the recorded program in order to skip past advertisements that were recorded with the program. A viewer may either watch the advertisements or pay a fee in order to be able to change channels or fast forward when the advertisements are being displayed.